

Presentation Pro

Magruder's American Government

CHAPTER 7 *The Electoral Process*

The Electoral Process

SECTION 1 The Nominating Process

SECTION 2 Elections

SECTION 3 Money and Elections

The Nominating Process

- Why is the nominating process a critical first step in the election process?
- What are self-announcement, the caucus, and the convention nominating methods?
- Why is the direct primary the principal nominating method used in the United States today?
- Why do some candidates use the petition as a nominating device?



A Critical First Step

In the United States, the election process occurs in two steps:

1. Nomination, in which the field of candidates is narrowed
2. General election, the regularly scheduled election where voters make the final choice of officeholder



Go To
Section:

1

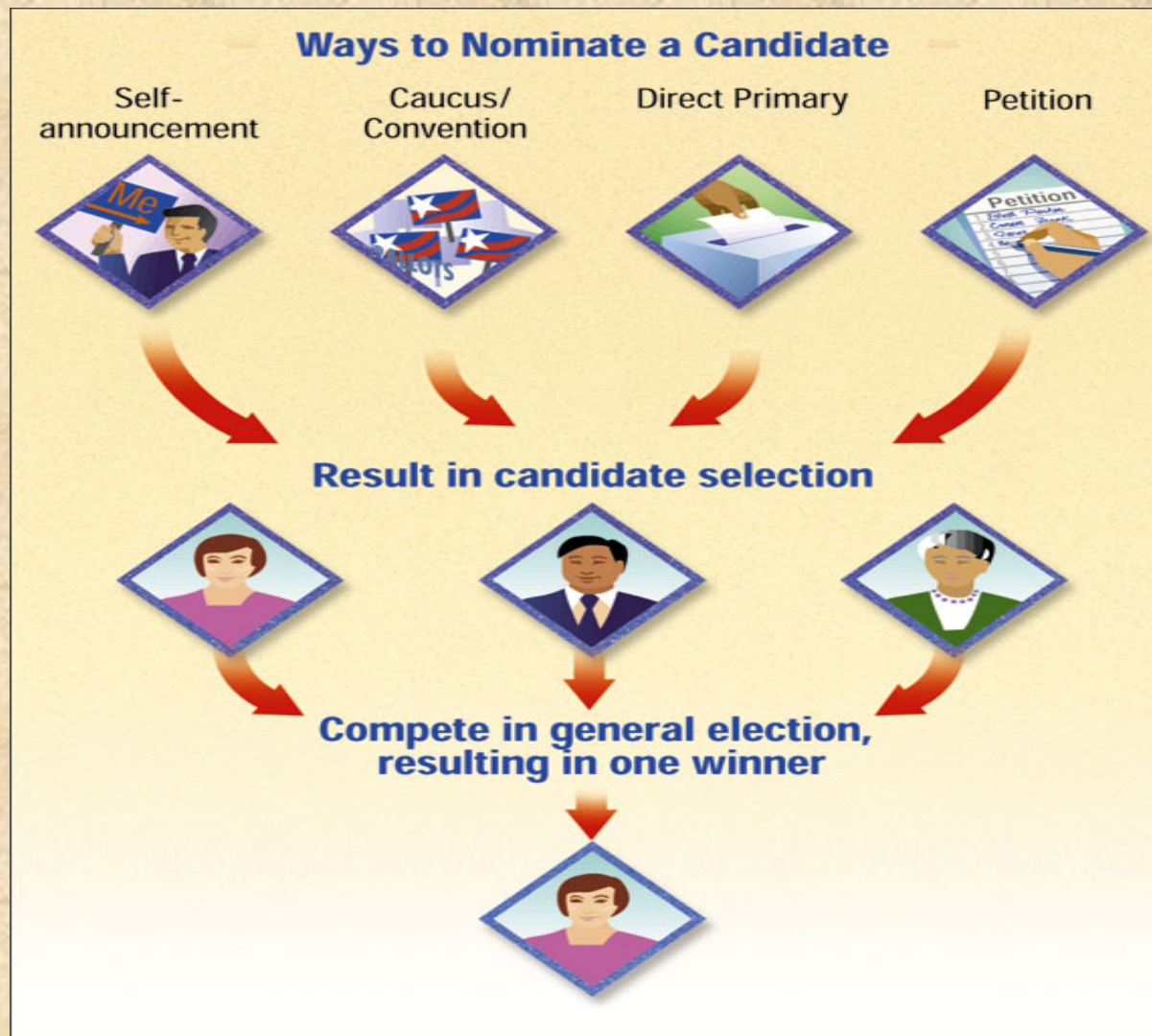
2

3

Chapter 7, Section 1

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Nominating and Electing a Candidate



Go To
Section:

1

2

3

Chapter 7, Section 1

Three Ways to Nominate

Self-Announcement – *A person who wants to run for office announces their candidacy. Whenever a write-in candidate appears on the ballot, the self-announcement process has been used.*

The Caucus – *Originally a private meeting of local bigwigs, the caucus as a nominating device fell out of favor in the 1820s.*

The Convention – *Considered more democratic than the caucus, convention delegates were selected to represent the people's wishes. Party bosses soon found ways to manipulate the system, however, and the convention system was on its way out by the early 1900s.*



Go To
Section:

1

2

3

Chapter 7, Section 1

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The Direct Primary

Types of Direct Primaries

Closed Primary

Only declared party members can vote.

Open Primary

Any qualified voter can take part.

Runoff Primary

If a required majority is not met, the two people with the most votes run again

Nonpartisan Primary

Candidates are not identified by party labels

Blanket Primary

Qualified voters can vote for any candidate, regardless of party

- Ohio has a modified closed primary system – you can choose which ballot you want, Democrat or Republican as long as you are registered in time before the primary
- If you are 17, but will be 18 by the general election, you can still vote in a primary



Go To
Section:

1

2

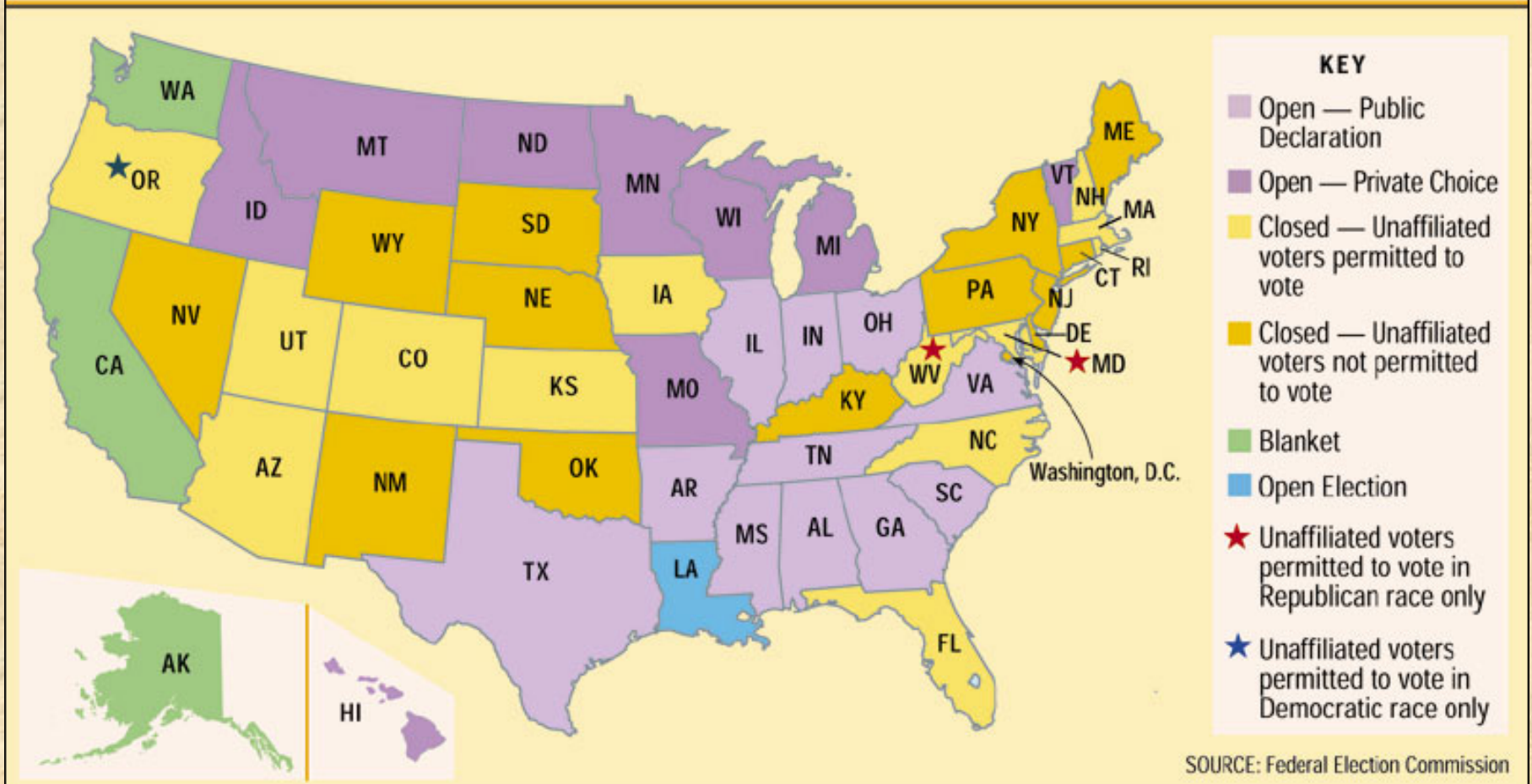
3

Chapter 7, Section 1

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Primaries Across the United States

Types of Primaries in State Elections, 2000



Go To
Section:

1

2

3

Chapter 7, Section 1

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Closed v. Open Primaries

- Arguments for Closed Primary:
 - Prevents one party from “raiding” the other party’s primary
 - Helps make candidates more responsive to party, platform, and members
 - Makes voters more thoughtful, they must choose between the parties to participate in the primary
- Arguments against Closed Primary:
 - Compromises secrecy of the ballot (You have to choose your party publicly)
 - Excludes Independents from the nomination process

Evaluating the Primary

- “bedsheet” ballot – primaries usually have a long list of candidates = ballot fatigue
 - The primary process automatically means it will usually be a longer list! DUH!
- Voter Turnout is usually half of the general elections
 - General elections are lucky to be 50-55%
- Primary’s can be expensive, then they have to run in the real election in November
- Can be divisive – pits party member v. party member
- Name game – because candidates usually have similar outlooks on issues, usually the more well-known person has the edge

Petition

- Candidates must gather a required number of voters' signatures to get on the ballot by means of petition.
- Minor party and independent candidates are usually required by State law to be nominated by petition.
- Petition is often used at the local level to nominate for school posts and municipal offices.



Go To
Section:

1

2

3

Chapter 7, Section 1

Prentice
Hall

Section 1 Review

1. The most commonly used method of nomination today is
 - (a) the caucus.
 - (b) the direct primary.
 - (c) self-announcement.
 - (d) the convention.

2. A runoff primary is held in some States when
 - (a) no one wins a majority of votes.
 - (b) there is only one candidate.
 - (c) not enough voters turn out on election day.
 - (d) a candidate asks for a recount.

Want to connect to the Magruder's link for this chapter? [Click Here!](#)



Go To
Section:



Chapter 7, Section 1

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Elections

- How does the administration of elections in the United States make democracy work?
- What role do precincts and polling places play in the election process?
- In what ways can voters cast their ballots?
- What role do voting machines and other innovations play in the election process?



Go To
Section:

1

2

3

Chapter 7, Section 2

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The Administration of Elections

Elections are primarily regulated by State law, but there are some overreaching federal regulations.

Congress has the power to set the time, place, and manner of congressional and presidential elections. Congress has chosen the first Tuesday after the first Monday in November of every even-numbered year for congressional elections, with the presidential election being held the same day every fourth year.

States determine the details of the election of thousands of State and local officials.

Most States provide for absentee voting, for voters who are unable to get to their regular polling places on election day. Some States within the last few years have started to allow voting a few days before election day to increase voter participation.



Go To
Section:

1

2

3

Chapter 7, Section 2

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Precincts and Polling Places

Precincts

- A **precinct** is a voting district.
- Precincts are the smallest geographic units used to carry out elections.
- A precinct election board supervises the voting process in each precinct.

Polling Places

- A **polling place** is where the voters who live in a precinct go to vote.
- It is located in or near each precinct. Polling places are supposed to be located conveniently for voters.



Go To
Section:

1

2

3

Chapter 7, Section 2

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Casting the Ballot

History of the Ballot

- “Coattail Effect” – a stronger candidate helps attract voters to other candidates from that party
- Voting was initially done orally. It was considered “manly” to speak out your vote without fear of reprisal.
- Paper ballots began to be used in the mid-1800s. At first, people provided their own ballots. Then, political machines began to take advantage of the flexibility of the process to intimidate, buy, or manufacture votes.
- In the late 1800s, ballot reforms cleaned up ballot fraud by supplying standardized, accurate ballots and mandating that voting be secret.



Go To
Section:

1

2

3

Chapter 7, Section 2

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Office-Group and Party-Column Ballots

OFFICE-GROUP BALLOT

Voters select each candidate by marking an X in the square

Candidates are grouped by office





Names are listed in random order

OFFICIAL BALLOT, GENERAL ELECTION	
President and Vice President of the United States	<input checked="" type="checkbox"/>
Four year term. Vote for one only.	
BUCHANAN, Pat/FOSTER, Ezola Reform	<input type="checkbox"/>
GORE, Al/LIEBERMAN, Joe Democratic	<input type="checkbox"/>
BUSH, George W./CHENEY, Dick Republican	<input type="checkbox"/>
NADER, Ralph/LA DUKE, Winona Green	<input type="checkbox"/>
Office of the United States Senate	
Six year term. Vote for one only.	
HOLDEN, Bob Democrat	<input type="checkbox"/>
MACY, Elgar Republican	<input type="checkbox"/>
KLINE, Richard Reform	<input type="checkbox"/>

PARTY-COLUMN BALLOT

Party symbol and name at the top of the column that lists all of the party's candidates running for office

To vote for all the candidates of a party, voters mark an X in the circle

OFFICIAL BALLOT, GENERAL ELECTION			
 REPUBLICAN <input type="radio"/>	 DEMOCRATIC <input type="radio"/>	 REFORM <input type="radio"/>	 GREEN <input type="radio"/>
For President of the United States GEORGE W. BUSH	For President of the United States AL GORE	For President of the United States PAT BUCHANAN	For President of the United States RALPH NADER
For Vice President of the United States DICK CHENEY	For Vice President of the United States JOE LIEBERMAN	For Vice President of the United States EZOLA FOSTER	For Vice President of the United States WINONA LA DUKE
For United States Senator ELGAR MACY	For United States Senator BOB HOLDEN	For United States Senator RICHARD KLINE	

To vote for candidates of different parties, voters mark an X in the square next to the chosen candidate or candidates



Go To
Section:

1

2

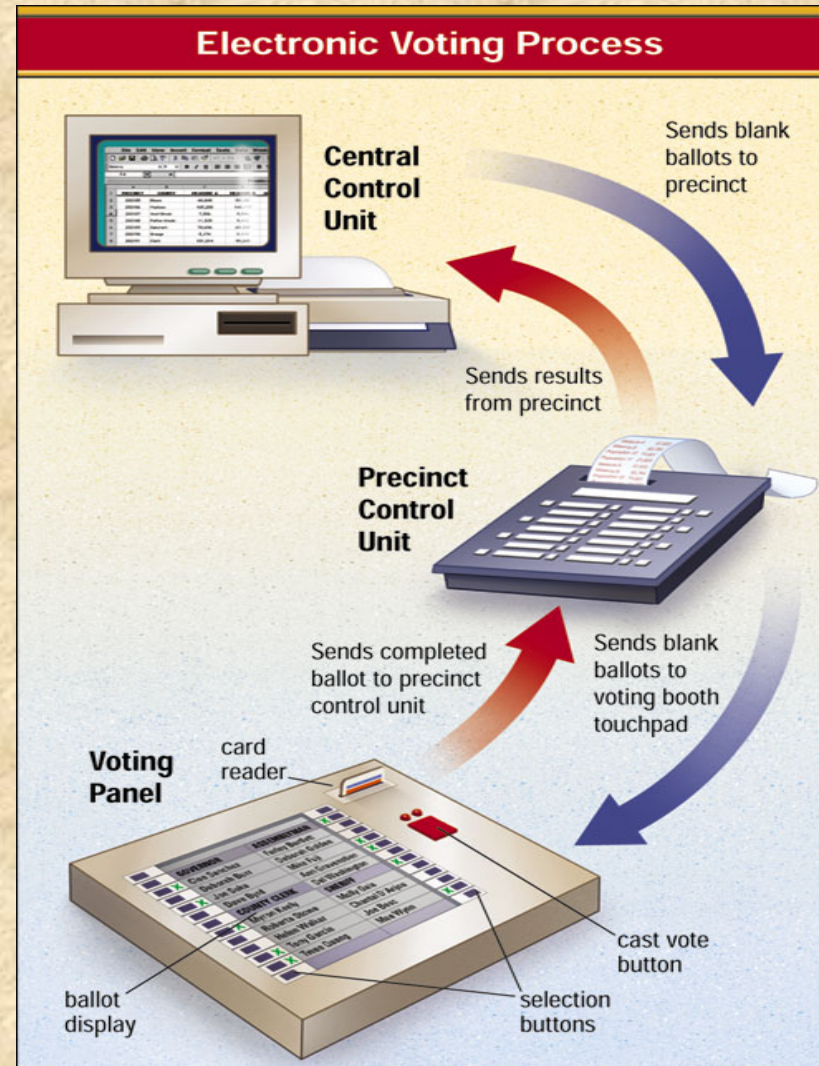
3

Chapter 7, Section 2

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Voting Machines and Innovations

- Electronic vote counting has been in use since the 1960s. Punch-card ballots are often used to cast votes.
- Vote-by-mail elections have come into use in recent years.
- Online voting is a trend that may be encountered in the near future.



Go To
Section:

1

2

3

Chapter 7, Section 2

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Section 2 Review

1. Elections are held on

- (a) the first Wednesday after Halloween.
- (b) the first Tuesday after the first Monday in November.
- (c) the second Thursday after the first Monday in March.
- (d) the first Monday in December.

2. The Office-Group Ballot encourages

- (a) voter fraud.
- (b) split-ticket voting.
- (c) voter dissatisfaction.
- (d) the Democratic Party.

Want to connect to the Magruder's link for this section? [Click Here!](#)



Go To
Section:

1

2

3

Chapter 7, Section 2

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Money and Elections

- What are the issues raised by campaign spending?
- What are the various sources of campaign funding?
- How do federal laws regulate campaign finance?
- What role does the Federal Election Commission have in enforcing campaign finance laws?
- What loopholes exist in today's campaign finance laws?



Campaign Spending

Total Campaign Spending, 1960–2000

Year	Estimated spending	Voter turnout*	Spending per voter
1960	\$175 million	68.8 million	\$2.54
1964	\$200 million	70.6 million	\$2.83
1968	\$300 million	73.2 million	\$4.10
1972	\$425 million	77.7 million	\$5.47
1976	\$540 million	81.6 million	\$6.62
1980	\$1.2 billion	86.6 million	\$13.87
1984	\$1.8 billion	92.7 million	\$19.42
1988	\$2.7 billion	91.6 million	\$29.48
1992	\$3.2 billion	104.4 million	\$30.65
1996	\$4.0 billion	96.5 million	\$41.45
2000	\$5.1 billion	103.1 million	\$49.46

*Federal elections

SOURCES: Federal Election Commission; Herbert E. Alexander, *Financing Politics*



Go To
Section:

1

2

3

Chapter 7, Section 3

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Sources of Funding

Private and Public Sources of Campaign Money

Small contributors

Nonparty groups such as PACs

- Political arms of special interest groups that have a major stake in public policy

Wealthy supporters

Temporary fund-raising organizations

Candidates

Government subsidies

- Ross Perot spent \$65 million of his own money in 1992 – All time record



Go To
Section:

1

2

3

Chapter 7, Section 3

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Regulating Campaign Financing

- Early campaign regulations were created in 1907, but feebly enforced.
- The Federal Election Campaign Act (FECA) of 1971 was passed to replace the former, ineffective legislation.
- The FECA Amendments of 1974 were passed in response to the Watergate scandal.
- *Buckley v. Valeo* invalidated some of the measures in the FECA Amendments of 1974. Most significantly, it also stipulated that several of the limits that the 1974 amendments placed on spending only apply to candidates who accept campaign money from the government, not those who raise money independently.
- The FECA Amendments of 1976 were passed in response to *Buckley v. Valeo*.



Go To
Section:

1

2

3

Chapter 7, Section 3

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The Federal Election Commission

The Federal Election Commission (FEC) enforces:

- the timely disclosure of campaign finance information
- limits on campaign contributions
- limits on campaign expenditures
- provisions for public funding of presidential campaigns



Go To
Section:

1

2

3

Chapter 7, Section 3

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Loopholes in the Law

“More loophole than law...” —Lyndon Johnson

- **Soft money**—money given to State and local party organizations for “party-building activities” that is filtered to presidential or congressional campaigns. \$500 million was given to campaigns in this way in 2000.
- **Independent campaign spending**—a person unrelated and unconnected to a candidate or party can spend as much money as they want to benefit or work against candidates.
- **Issue ads**—take a stand on certain issues in order to criticize or support a certain candidate without actually mentioning that person’s name.



Go To
Section:

1

2

3

Chapter 7, Section 3

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Section 3 Review

1. Sources of campaign funding include

- (a) nonparty groups, such as political action committees.
- (b) government subsidies.
- (c) candidates' personal funds.
- (d) all of the above.

2. Under federal election legislature passed in the 1970s, candidates are not allowed to

- (a) take government subsidies.
- (b) use their own money in campaigns.
- (c) take contributions of more than \$1,000.
- (d) all of the above.

Want to connect to the Magruder's link for this section? [Click Here!](#)



Go To
Section:

1

2

3

Chapter 7, Section 3

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